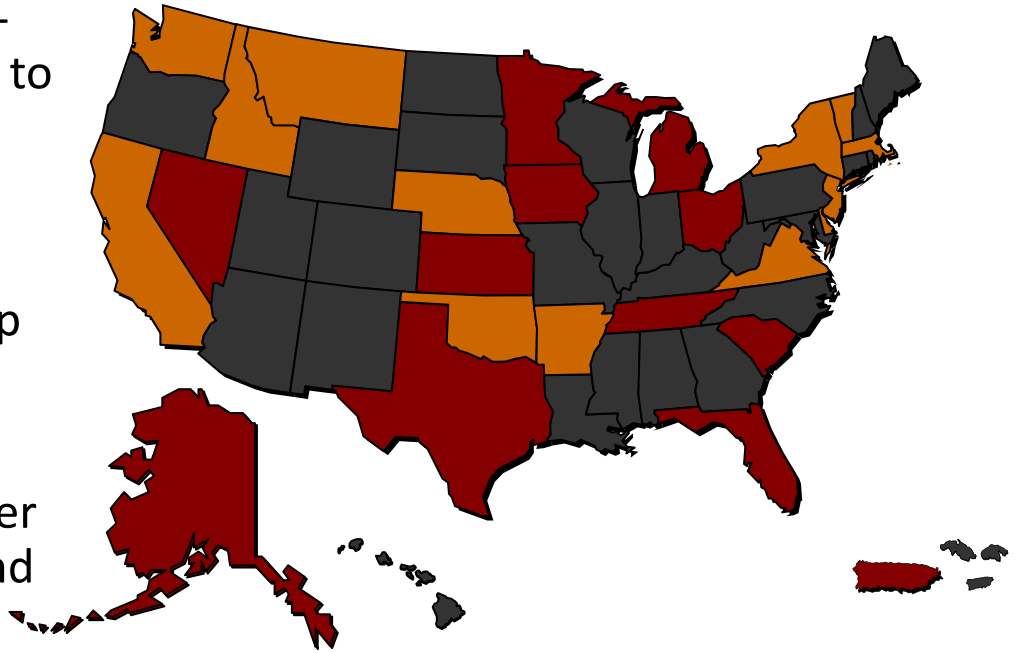
COMMUNITY ENGAGEMENTS & PARTNERSHIPS

CREATING CONNECTIONS FOR BROADBAND EXPANSION

Chris Pedersen
Director, Program Outreach

BY THE NUMBERS

- **10** state-based broadband public-private partnerships, from Alaska to Puerto Rico, impacting **876** counties
- Library-focused initiatives in an additional **13** states in partnership with the Bill & Melinda Gates Foundation
- **1,200+** unique broadband provider relationships in data collection and processing



- Broadband availability mapping across over **40%** of the U.S. landmass
- Connectivity surveys and mapping for **90,000** Community Anchor Institutions

WHAT THE NATIONAL BROADBAND MAP TELLS US…

- While access to basic broadband (3 Mbps) is over 95% of households, access to networks with download speeds of 50 Mbps or greater is at 45%
- Communities are different – 25.4% of Iowans have access to fiber, but only 1.3% of Nevadans
- Mobility is a significant economic opportunity, yet challenges in deployment remain
- Many of our nation's community anchor institutions remain unprepared for the broadband future

We need active, public-private partnerships to engage communities and to identify and solve community broadband challenges

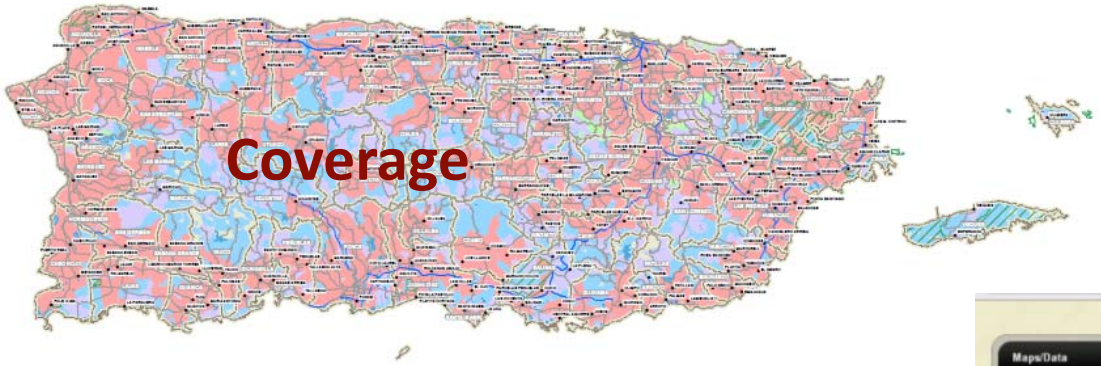
CORE COMPONENTS OF THE CONNECTED APPROACH

ACCESS	Is the infrastructure here?
ADOPTION	Do residents and institutions use the technology?
USE	Are residents and institutions using technology to improve the quality of life?

ACCESS

Is the infrastructure here?

Coverage

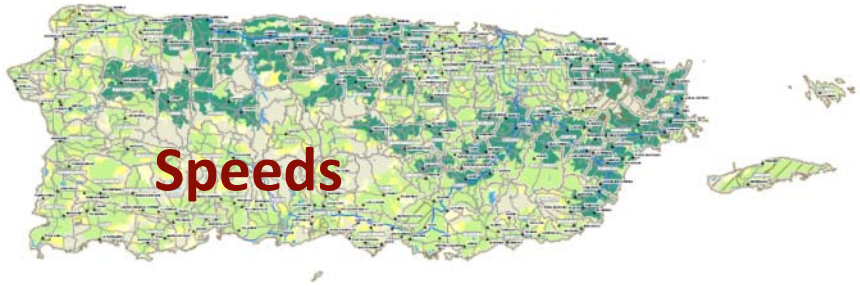


In areas where multiple broadband providers offer service, this platform composite map stacks coverage display layers in the order presented below.

Symbology

- City
- Primary Road
- Secondary Road
- Municipality Boundary
- Water
- National Lands
- Fiber Broadband Available
- Cable Broadband Available
- DSL Broadband Available
- Fixed Wireless Broadband Available
- Mobile Wireless Broadband Available*
- Unserved Areas

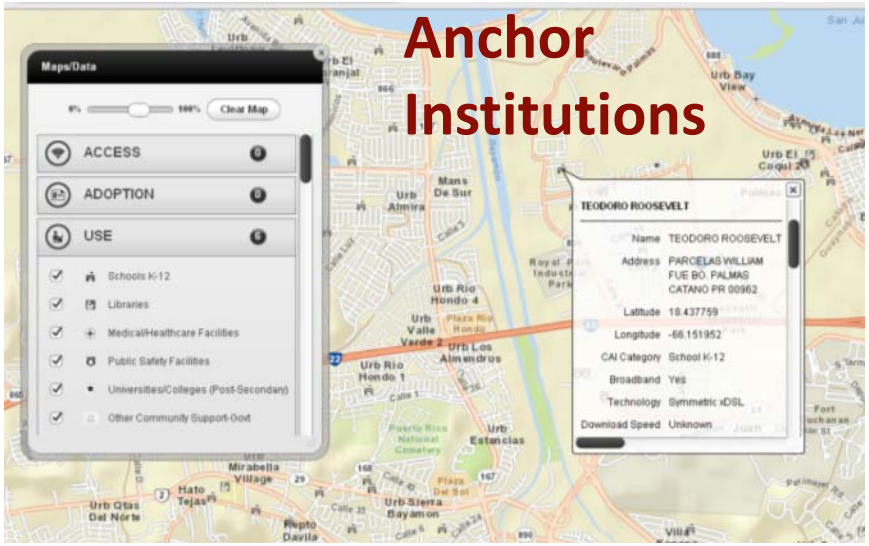
Speeds



Leyenda

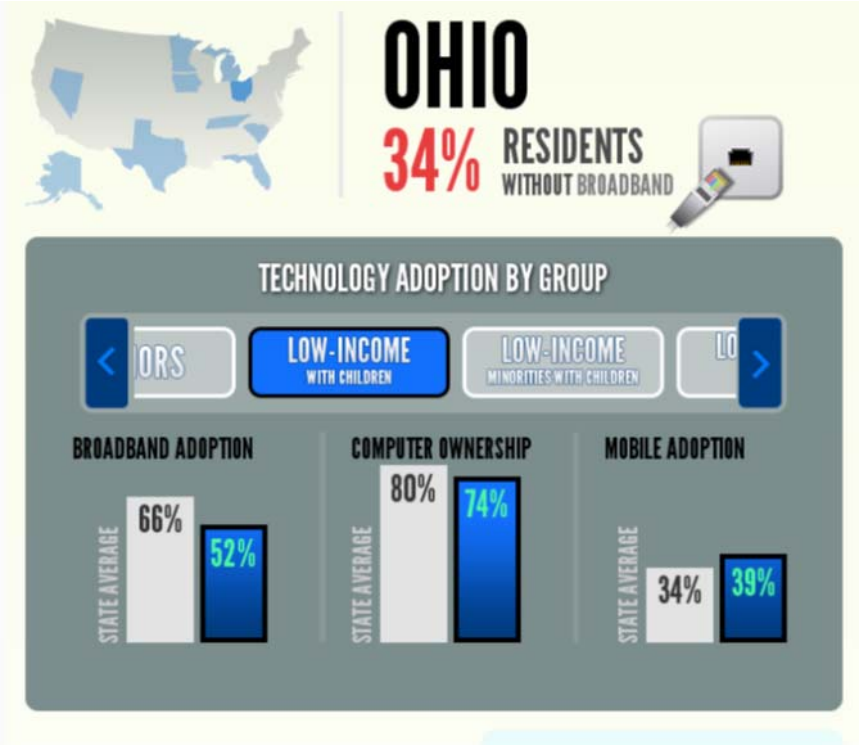
- Ciudad
- Carreterra Principal
- Carreterra Secundaria
- Limites Municipales
- Agua
- Tierras Nacionales
- Banda ancha de nivel 11 (Mas de 1 Gbps)*
- Banda ancha de nivel 10 (100 Mbps a < 1 Gbps)*
- Banda ancha de nivel 9 (50 Mbps a < 100 Mbps)*
- Banda ancha de nivel 8 (25 Mbps a < 50 Mbps)*
- Banda ancha de nivel 7 (10 Mbps a < 25 Mbps)
- Banda ancha de nivel 6 (6 Mbps a < 10 Mbps)*
- Banda ancha de nivel 5 (3 Mbps a < 6 Mbps)
- Banda ancha de nivel 4 (1.5 Mbps a < 3 Mbps)
- Banda ancha de nivel 3 (768 kbps a < 1.5 Mbps)
- Datos insuficientes

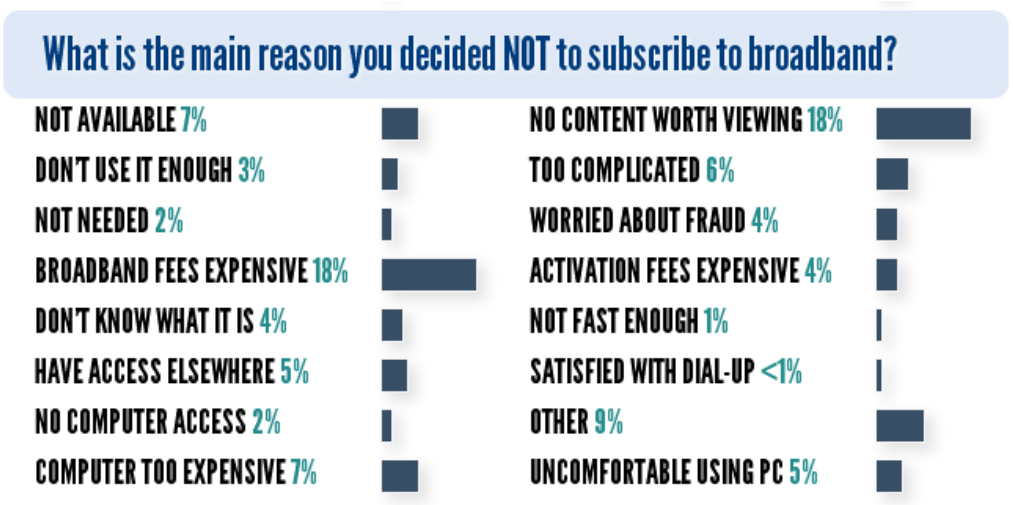
Anchor Institutions



ADOPTION

Do residents and institutions use the technology?

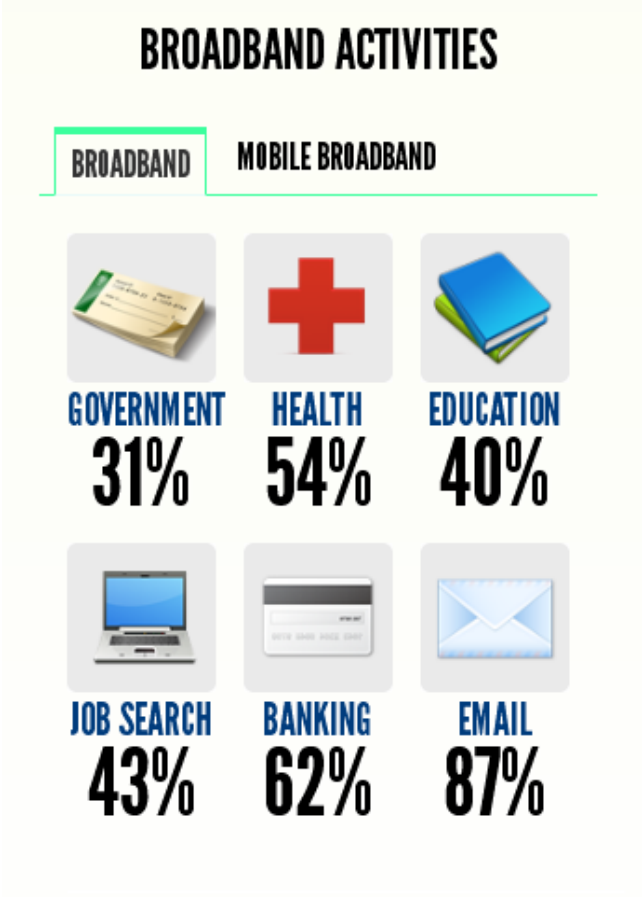


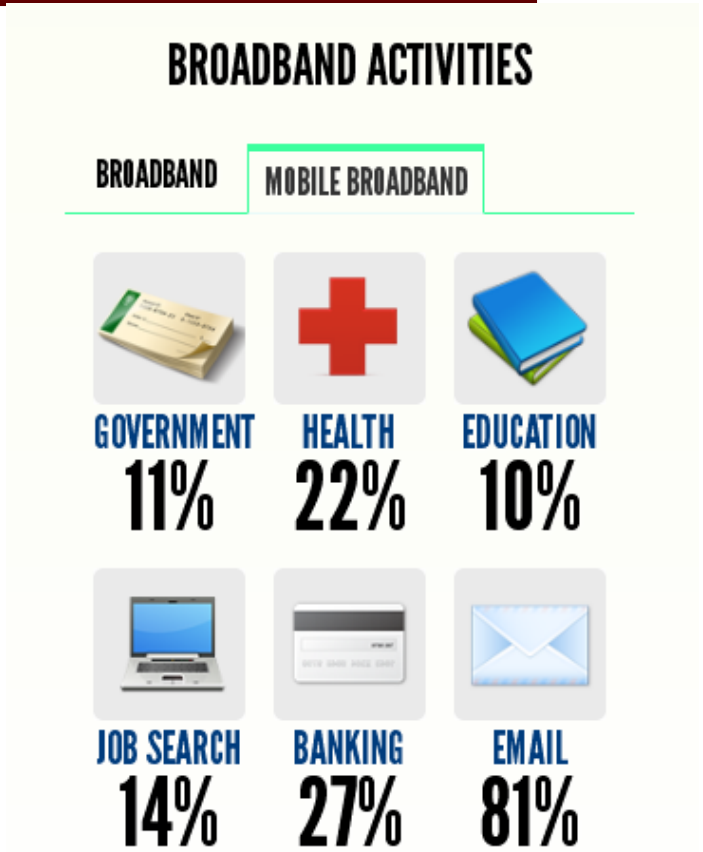


Source: 2011 Connect Ohio Residential Technology Assessment
www.connectohio.org

USE

Are residents and institutions using technology to improve the quality of life?





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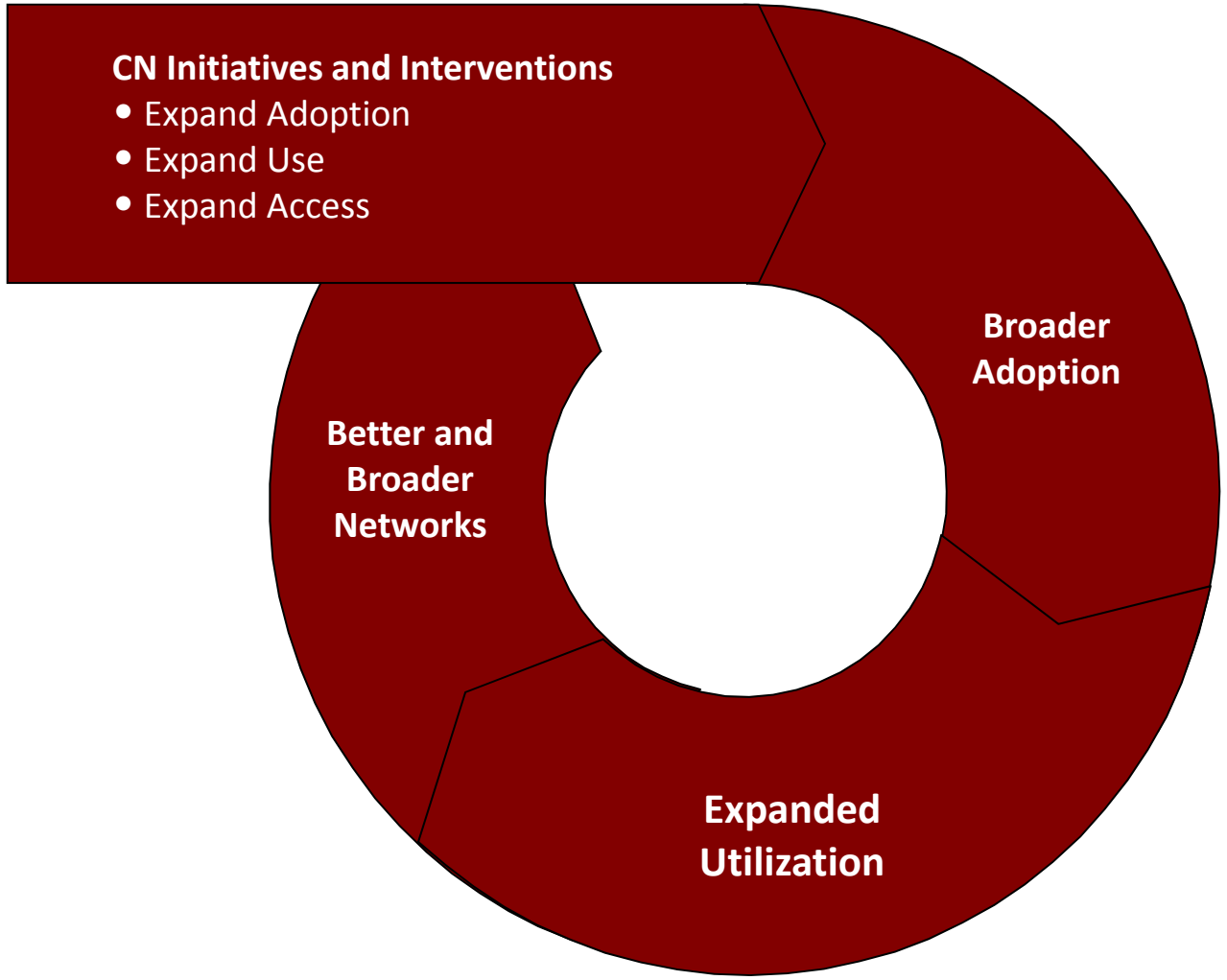
BROADBAND CATALYSTS FOR CHANGE



NATIONAL BENCHMARKS

Universal Fixed Access

"Every American should have affordable access to robust broadband service."
National Broadband Plan, Goal No. 3

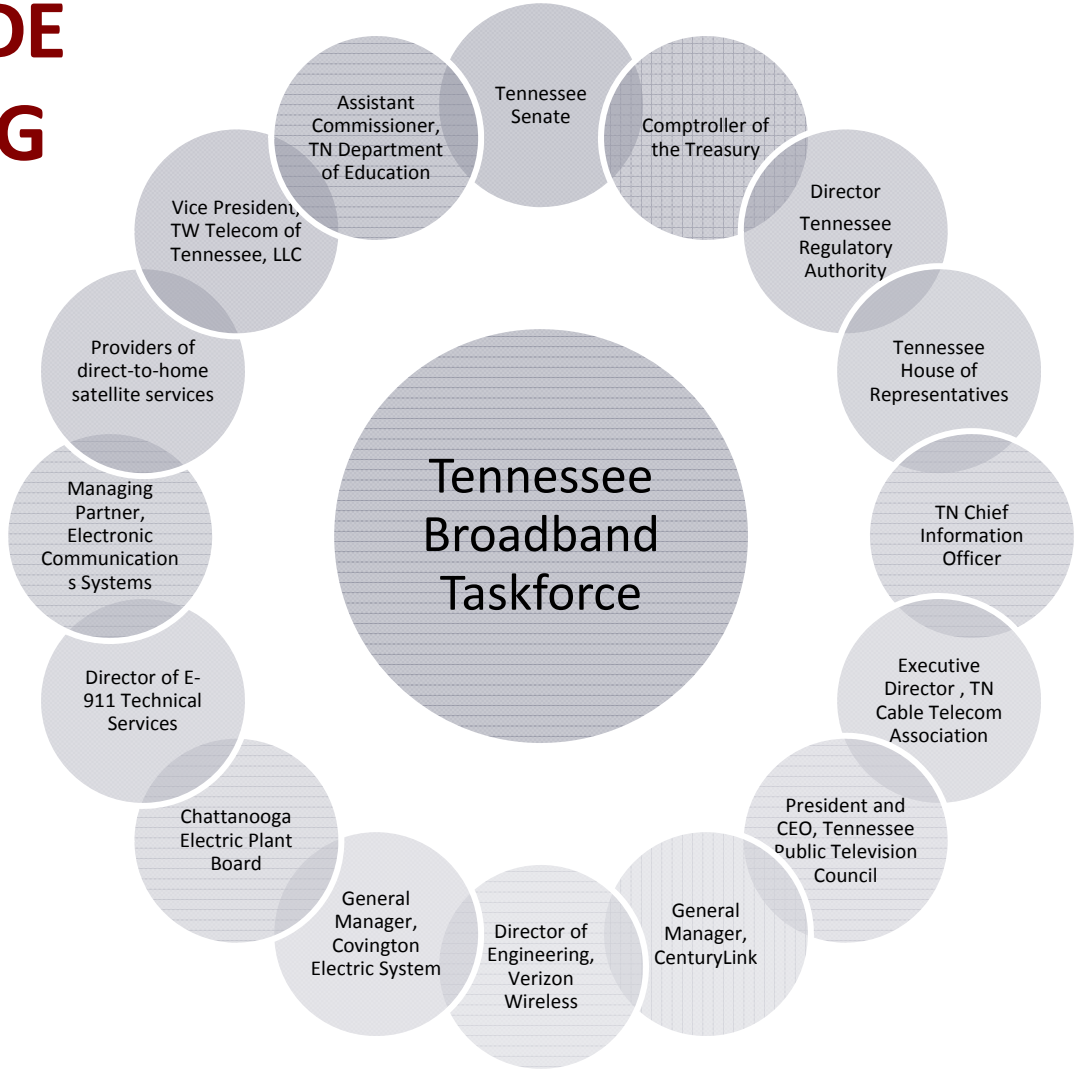
Mobile Broadband

"Within the next five years, we'll make it possible for businesses to deploy the next generation of high-speed wireless coverage to 98% of all Americans."
President Obama, State of the Union Address, Jan. 25, 2011, and Wireless Innovation Initiative

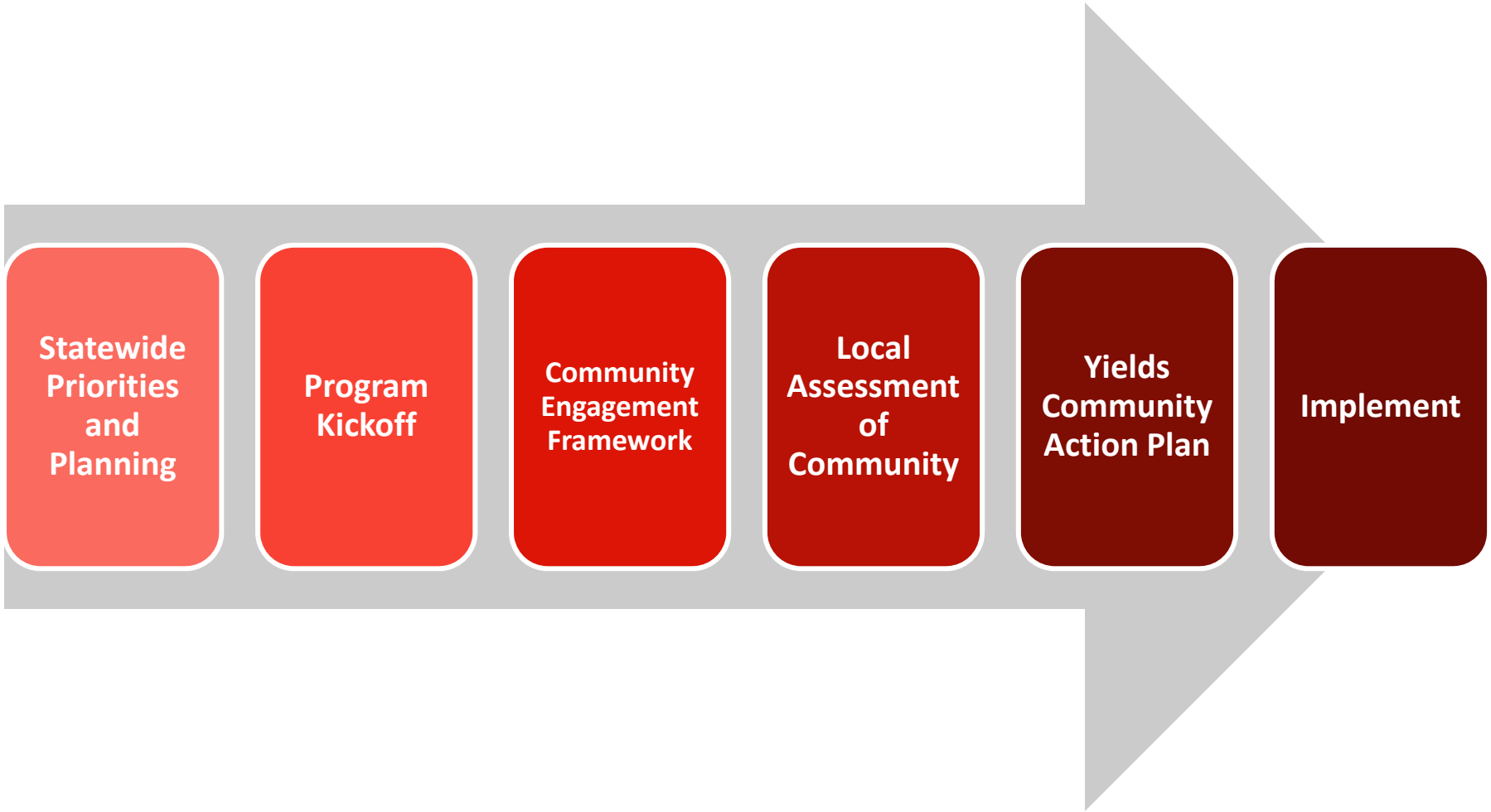
Fixed Access for Tomorrow

"By 2015, 100 million U.S. homes should have affordable access to actual download speeds of 50 Mbps."
National Broadband Plan, Goal No. 1

STATEWIDE PLANNING



LOCAL ENGAGEMENTS



*CONNECTED*SM COMMUNITY ENGAGEMENT

ACCESS

- Broadband Availability
- Broadband Speeds
- Broadband Competition
- Middle Mile Access
- Mobile Broadband Availability

ADOPTION

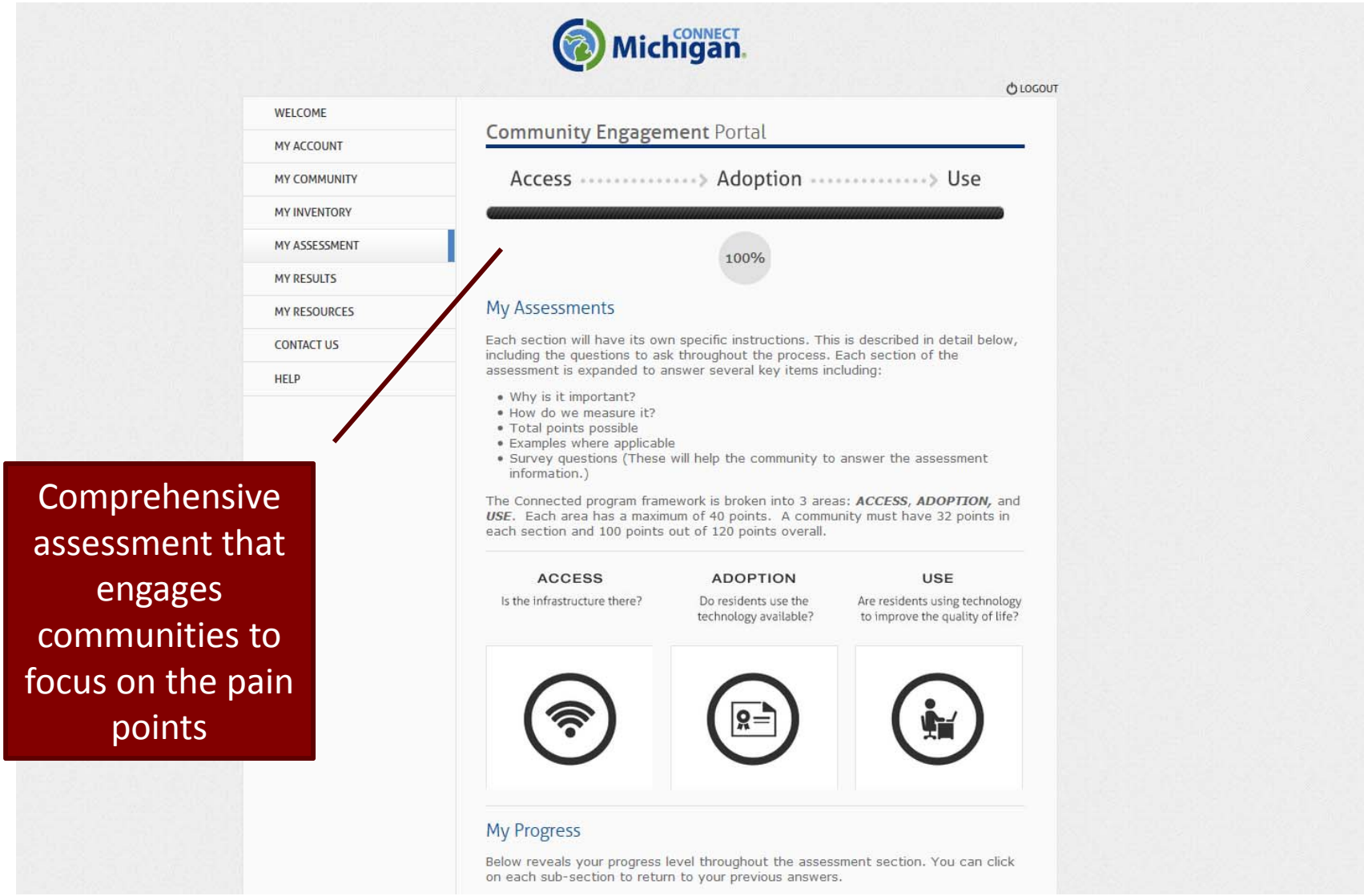
- Digital Literacy
- Public Computer Access
- Broadband Awareness
- Vulnerable Population Focus

USE

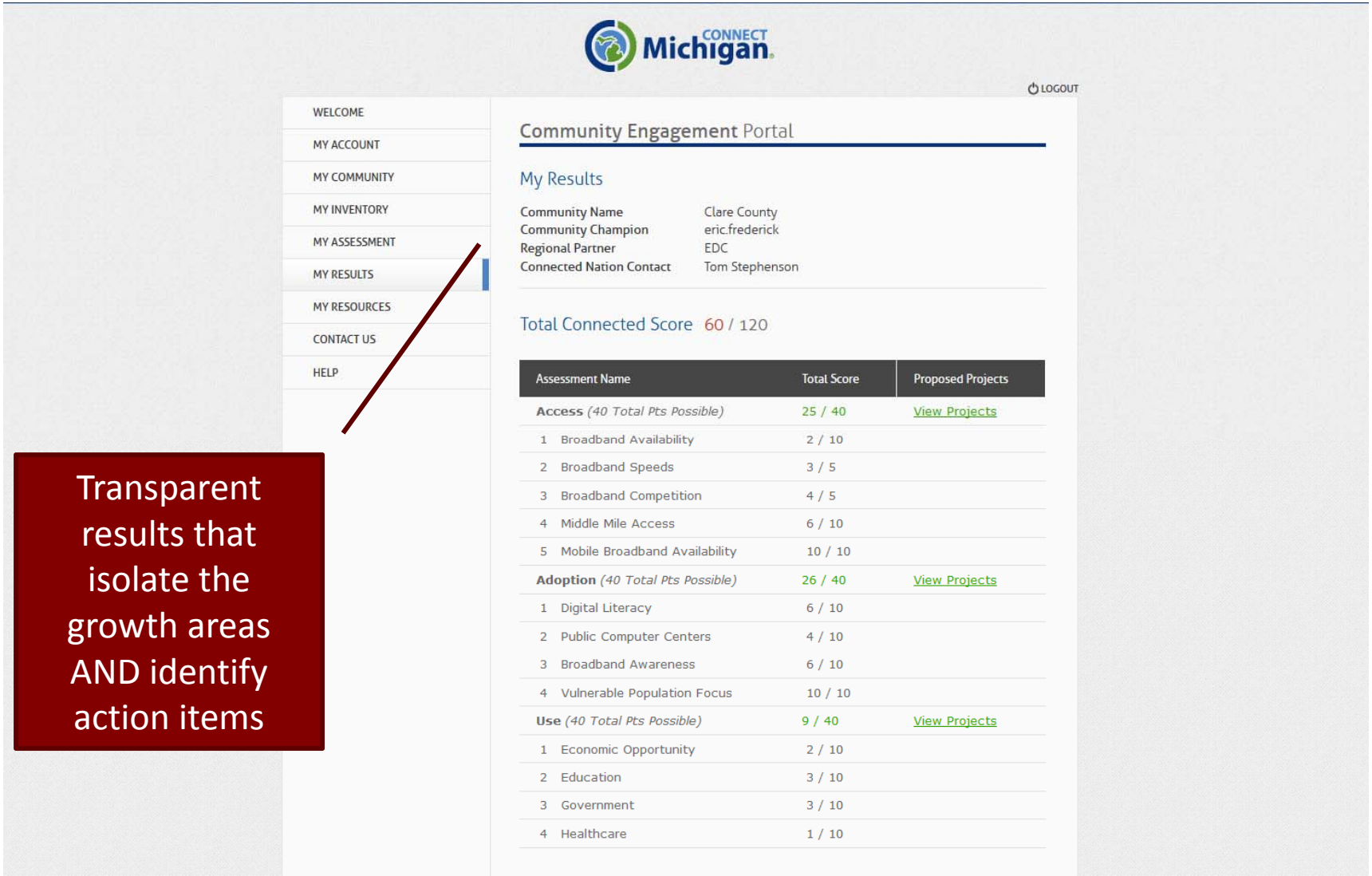
- Economic Applications
- Educational Applications
- Healthcare Applications
- Government Applications

*CONNECTED*SM

PROCESS OVERVIEW



Comprehensive assessment that engages communities to focus on the pain points



Transparent results that isolate the growth areas AND identify action items

Recommended actions and access to solutions to advance broadband benefits to the community

FIRSTNET AND SLIGP

FirstNet Challenges

- Required to consult with State, local and Tribal governments
- Must meet "substantial" rural coverage milestones
- Sustainability: network must be self-sustaining within 10 years

SLIGP Funding Phases

- Phase One: Focus on initial planning and consultation activities, including strategy and timeline development, meetings, governance planning, and **outreach and education** efforts

- Phase Two: Address states' needs in preparing for additional consultation with FirstNet and planning to undertake **data collection** activities

Connect Michigan

Eric Frederick, AICP, LEED AP

Executive Director

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www.connectmi.org

About Connect Michigan

- State Broadband Initiative
- Not-for-Profit, Public-Private Partnership, Michigan Public Service Commission
- Statewide Broadband Data Collection, Validation & Mapping
  - **93.38%** participation rate among **127** national and local broadband providers
  - **81.62%** broadband provider service validation
  - Connectivity data for **1,549** individual Community Anchor Institutions
- Statewide Technology Adoption & Use Research: Residents & Businesses
- Technical Assistance (Connectivity Assessment, Field Validation)
- National Adoption Programs (Computers 4 Kids, Every Community Online)
- Community Engagement ("Connected" Community Certification Program)
  - **1,205** stakeholders engaged statewide
  - Facilitating community level Strategic Technology Plans
- Policy Expertise (Connect America Fund, FirstNet, ConnectED)

http://www.connectmi.org

Local Action: Teams

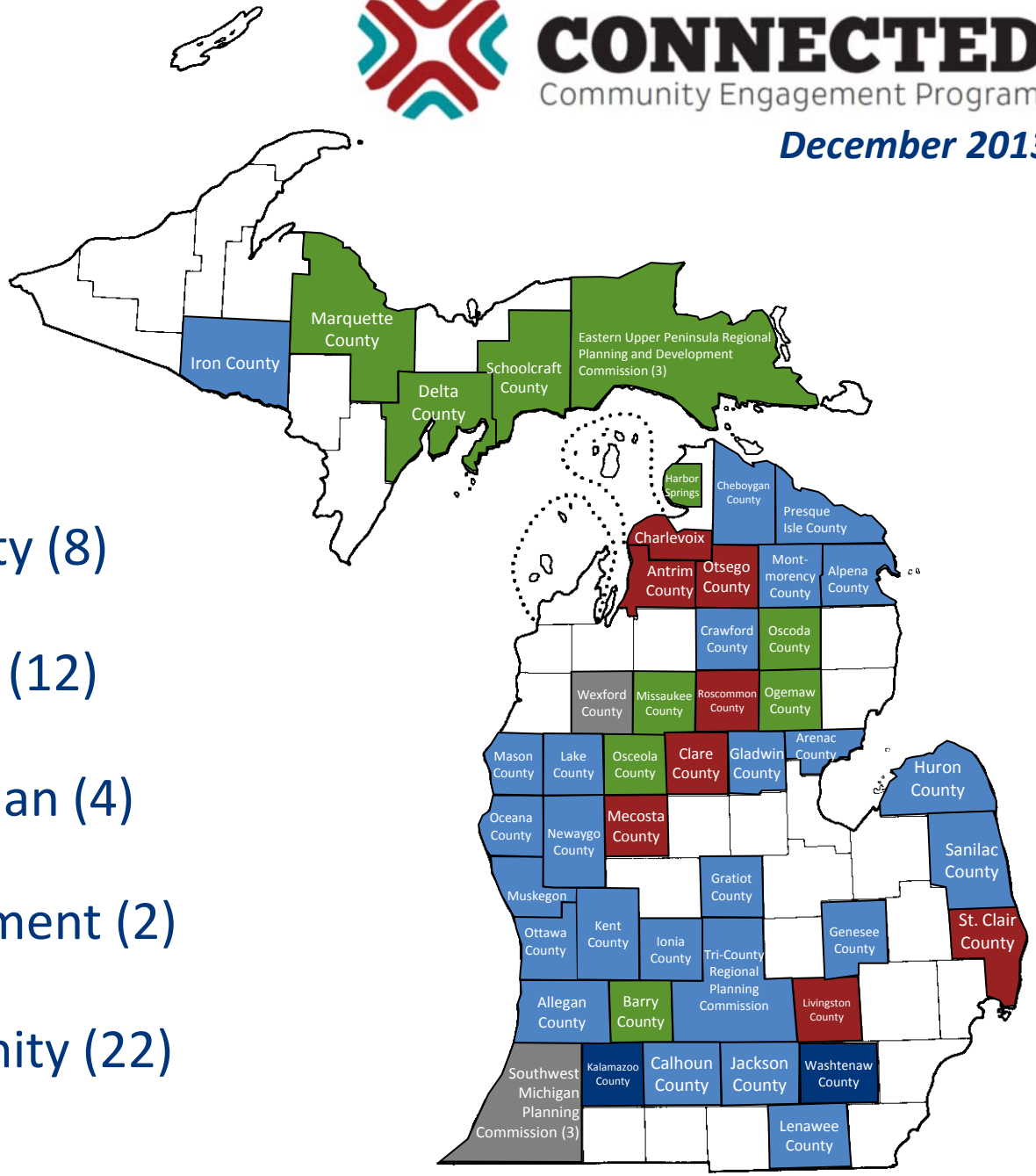
Local assessment looks at infrastructure, adoption, and use while local teams are comprised of many of the following:

- Local Government Officials
- Chamber of Commerce
- Local Economic Development
- School District
- Emergency Management Officials
- Extension Service
- Local tourism
- Local hospital
- Colleges & Universities
- Media outlets
- Public Safety
- Service Providers
- Business Leaders
- Local Libraries
- Non-profit Organizations
- Senior Citizens Center Leader
- Local Farm Bureau
- Health Department
- Public Safety
- Parks department
- Regional planning groups
- Main Street Organizations or DDAs

CONNECT Michigan

CONNECTED℠
Community Engagement Program

December 2013



Certified Community (8)

Received Final Plan (12)

Completing Draft Plan (4)

Completing Assessment (2)

Interested Community (22)

Our Approach

Public-Private Partnerships

- Customize framework to enlist, coordinate, and collaborate with diverse public and private stakeholder groups
- Promote implementation and advance the broad adoption and use of the statewide integrated public safety communications interoperability system.
- Statewide, public-private “Steering Committee” to engage stakeholders in support of SLIGP efforts, quarterly meetings, annual “summit”, local outreach program

Education and Outreach

Relevancy and Targeted Engagement

- Provide process and purpose (data collection, user ID, peer competition, etc.) for disparate public safety interests to unite around state vision
- Establish a forum for policy translation and briefing in support of state priorities
- Visualize progress, involvement through specialized, interactive data tool
- Make national policy locally relevant through nationwide scale, best practices

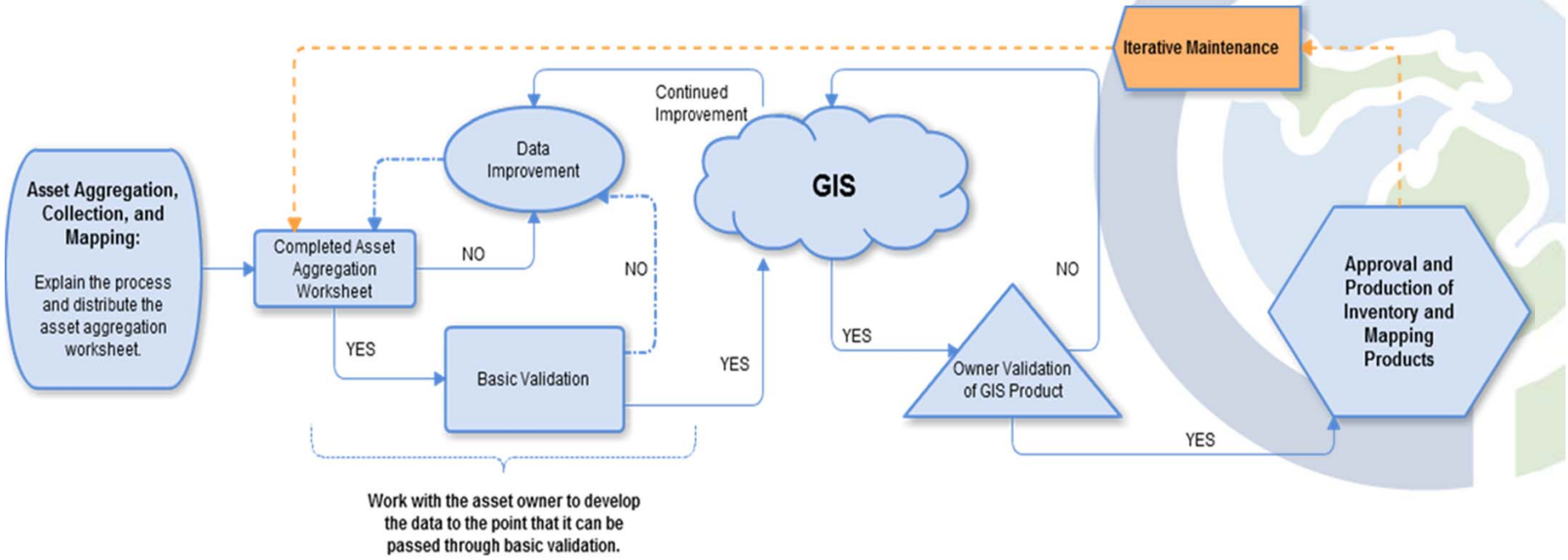
Sustainability

- Cultivate demand by identifying, marketing opportunities to secondary users to secure sustainability goals

Data Collection

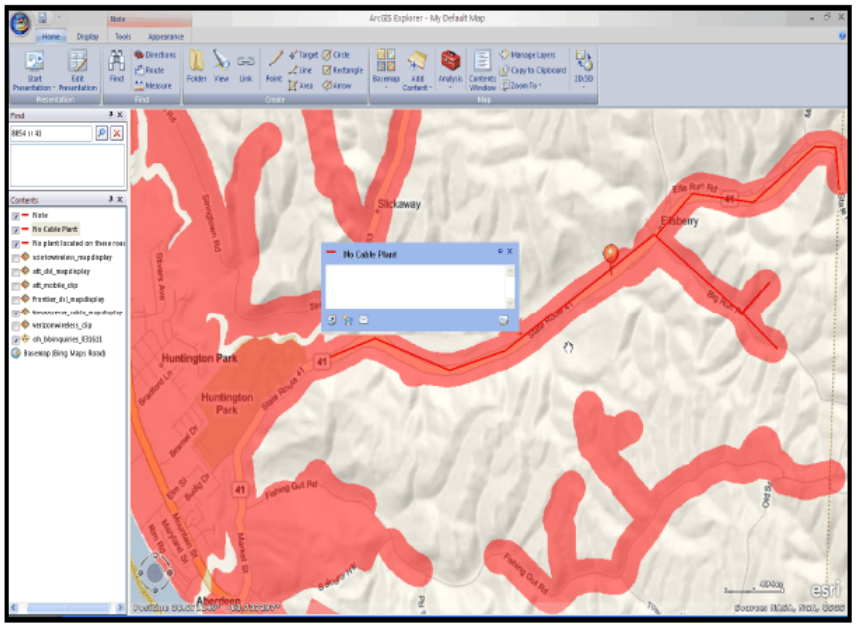
Proven methodology and approach for collecting mission critical asset data to fully and confidently inform planning and network engineering.

Data Collection → Aggregation → Mapping → Validation



Aggregating Demand Accelerating Deployment

- Consumer contacts Connect Michigan regarding access issues
- Connect Michigan aggregates demand and contacts local providers with cost and technical analysis
- Providers realize last mile solution to provide consumer broadband access



Thank you!

Questions?

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